

MONDAY, FEBRUARY 20th, AND LASTING SIX DAYS

A Most Wonderful Series of ADVANCE SPRING SALES

On at PINCUS BROS. this week

Never since the day Pincus Bros. threw open their doors to the purchasing public of Cookeville have we made such complete and untiring preparations for a great selling event. A FEAST OF BARGAINS NOW, RIGHT AT THE OPENING OF THE NEW SEASON. This is to be a gigantic six day sale of new, up-to-date, clean and desirable merchandise at prices far below the market value of the goods offered. Read each item with interest and come to this store Monday, Tuesday, Wednesday, Thursday, Friday and Saturday. We assure you it will be the most profitable week you will be spending during the entire year. In addition to the thousands of bargains throughout the store we quote the following:

DRESS GINGHAMS

The newest, brightest and prettiest line of A F C Gingham ever shown in town, worth everywhere 15 cents a yard. Sale price 11c.

WHITE LINEN DAMASK

New designs and splendid quality, in 66 and 72 inch widths, easily worth 75c. Sale price 49c.

HOPE BLEAGHED DOMESTIC

Standard quality, sale price 8c

WHITE COUNTERPANES

Special sale on white counterpanes, a new lot of doubled and twisted thread quilts, new designs and goods that will sell regularly for \$2.00. Sale price \$1.23.

Sea Island Brown Domestic

Fine weave, smooth quality and good weight, worth 9c. Sale price 7c.

CURTAIN GOODS

The new Arabian and Persian patterns. Nothing like these goods ever shown in city. Regular 20c value. Sale price 10c.

LINEN LAWN

Beautiful for embroidery work, a special imported quality, 48 inches wide and worth 75c. Sale price 59c.

LINEN LEADER

A new line of checked, cross-bar and striped linen, sheer quality, just the kind for shirt waists and dresses. You would expect to pay 75c for this. Only 39c.

MEN'S SHIRTS

Just received a new lot of men's shirts in beautiful patterns, every color guaranteed fast. Look good, fit good and made good. Regular 85c shirts. Sale price 49c. See shirt table.

WHITE GOODS

We have never shown such an extensive line of white goods as now. New large check white goods, the very newest imported Swiss checks—to appreciate this cloth you must see for yourself. Regular 35c value. Sale price 24c yard.

IRISH LINEN

Just the kind for shirt waists, skirts and every use where this kind of goods is required. A special 36 inch smooth linen worth 35c. Sale price 24c.

Remember and bring the money, for we will charge no goods during sale.

PINCUS BROS.

Cookeville's Leading Store

Home Telephone Co.

Mr. Herald man and farmer friends throughout Putnam County, as there has been a good deal said against the Home Telephone Co. by friends of the other company, I as a director of the Home Company of Cookeville desire to say a few words.

There has not been a single assessment made against the stockholders since I took stock the 1st of January, 1911. Glendon Johnson, Cas Phillips, Byrd Dowell, D. Dillon and myself were elected directors for 1911. We held our second meeting yesterday, and I think we are on the inside of the financial condition of this thing. It is true we we some on our switch board and fixtures yet but not enough to scare anybody. We now have 83 phones installed, and several more ready to tie on as soon as

the phones come, and other lines under construction, and I feel safe in saying by the first of April, we will have 150 phones on the Cookeville exchange.

Don't that look like going some? There were eleven boxes went out the other morning at one time. So we figure in five or six months we will be free from indebtedness, and a sinking fund established to buy an office or reduce the rentals to 25 or 30 cents a month, which are only 50 cents now, as the stockholders think best. As everybody knows the Gainesboro Company has been charging \$1.50 per month just for service in this county. In the Home you not only get service in this county but in all adjoining counties, in fact as far as the Home Companies have been established.

Anywhere from one to ten can chip in and take stock for \$10 and build their

own line which will cost from four to five dollars a mile, with your own labor and the line is yours and you get a drop for each line built. This brings the telephone in reach of most everybody. So I don't see how any farmer can do without a phone.

If you want to keep up with the times get in the swim and join in with your neighbors and build a line to your nearest exchange and keep a good thing going, and I feel sure you will never regret it, just for the convenience and company they are to you.

B. C. HUDDLESTON.

Harsh physics react, weaken the bowels, cause chronic constipation. Doan's Regulents operate easily, tone the stomach, cure constipation. 25cts. Ask your druggist for them.

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The singing school at Crawford's Schoolhouse is progressing nicely under the instructions of Prof. Frank Langford.

Mr. Carlock has introduced a bill providing for a compulsory school law in Overton County.

The young people of this place had a party at Mounce Crawfords Saturday night at which they all had a nice time.

W. C. Crawford and W. R. Thompson bought the Johnson farm for which they paid \$4,375, and a bargain. John Thompson is moving to the farm. X.